

## Online Site Development and Marketing Guidelines

Updated For: Nov 11, 2010

**Keyword Research** – To research keywords, we use several online evaluation tools and techniques to produce a comprehensive list of terms, which can be used in other online marketing efforts, including development of copy for websites, blogs, social networking sites and social media press releases. The final list will be comprised of terms that online consumer search patterns show your target market is looking for. When these terms are included in marketing copy, your online image will rank higher organically than that of your competition.

**On-site Optimization** – On-site optimization allows a company to gain a competitive advantage. By implementing techniques to increase the weighted value of your site's pages in the search engine results, your site will outrank your competitors for important keywords that bring visitors to your site. Each site has different strengths and weaknesses and these are addressed individually to gain visibility in the search engines and the best potential to achieve high ranking positions organically in: Google™, Yahoo!™, MSN™ and Ask™. Our team will evaluate your pages and code and make the necessary adjustments or additions to it to help your site achieve better rankings in the major search engines.

**Optimization Maintenance** – To ensure your site continues to rank high in search engines, we encourage regular maintenance and analysis. We suggest additional keyword and trend analysis bi-monthly to help you keep your competitive edge with rankings. Consumer search behavior can change daily or seasonally depending on online trends and many related factors. Proper optimization maintenance assures that your site stays current with search trends and usage pattern changes.

**Link Campaigns** – Rated the number two most important organic ranking criteria, quality backlinks to your website are often overlooked as a strategy to gain solid exposure for a web site. Links come in many forms, including directories, articles, online PR, link exchange, and others. Sites that receive a substantial amount of quality backlinks have the potential to outrank competitor sites.

**Rankings Reporting** – The software we use to help build and optimize your site allows us to generate a comprehensive report suite that will show you how your site is performing and give you insight into what is working and what is not. Our reports will show you how you rank organically, how you compare to the competition as well as other key areas. This data allows you to make educated decisions about how you market your business online.

**Domain and Hosting Setup** – The foundation of the website development process is the setup of the domain name and hosting package. The wrong domain name can prohibit a site from gaining rankings, exposure or maximizing a brand. Hosting your site with the wrong company can deliver a negative user experience, bad publicity for a site, or just general unhappiness and continual problems. Our partnerships offer us unlimited resources to ensure that your site receives the best hosting package, effective domain names, and unlimited growth potential.

**Site Development and Design** – We offer several options for site development and design. Some sites have a great framework, but need the navigation architecture, code handling, styling, etc. reconditioned. Other sites need a complete overhaul while others need additional features, dynamic content extension or a mix of social elements. An analysis of your site, by our team, can provide you with the information you need to make an educated decision about the future growth of your online presence.

**CMS System Creation** – A useful tool for online collaboration, content management systems (CMS) allow for multiple web page authors to easily update content, create new content, or make changes to a website with little or no knowledge of website code. CMS systems are very comprehensive and offer all the features that a traditional web site offers, but more efficiently and with the potential for many to share the task of maintaining a website's content. We prefer to work with Joomla!, but have also built using Drupal.

**Web Form Creation** – The creation of a form for your web site helps increase conversion points. A form is a complex, yet important part of your site's ability to generate leads and to track the effectiveness of any online marketing campaign. Our team can create forms that maintain strict security, offer error checking and adhere to compliance guidelines for the web. We can send forms via e-mail scripts or place submissions into an existing or newly created database.

**eCommerce Setup** – This tool is recommended for any company that wants to utilize the full potential of the Internet. Online sales are a \$10 billion a year industry and expected to double in the next five years. If you sell a product to a consumer base, you must sell it online to maximize your growth potential. Our team can create a fully custom and secure online eStore that allows you not only to sell your products and services online, but to save customer information for future marketing efforts. We use many open source solutions to save you money.

**Database Creation** – A critical component of a successful website is its ability to capture customer data. There is no safer and more effective place than in a secure database with privileged access and restrictions, and security settings to eliminate any loss of data or hack attempts. Our team can deliver single or multiple databases, simple to complex databases with no tie-ins, or multiple site tie-ins with custom admin panels, which allow users to access, make changes and update the database.

**Google Tool Setup** – Google provides a suite of useful and complimentary tools that can be integrated with your web site. Proper installation of these tools will help reveal useful and strategic information regarding how visitors use your site and how search engines view your site. Important data can be captured and extracted via a monthly report allowing us to analyze and guide major decisions and alterations of your web presence.

**A/B Page Testing** – A site’s effectiveness should be measured by how well it converts visitors into prospects or even customers. If you’re running an eCommerce platform, A/B testing assures that you are maximizing the opportunity to convert visitors into leads. This is done through a process of testing content and conversion points within the site to maximize page efficiency and potential for success. These tests allow you to optimize your content and pages to most effectively target visitors and help guide them through your site and into your conversion channels.

**Pay-per-click Campaign Setup** – When properly set up, this type of online marketing will increase traffic, which in turn generates revenue, creates buzz about a product, or results in direct leads. Customers typically opt for this service while waiting for an optimization campaign to take full effect. Pay-per-click campaigns, also called PPC or sponsored search, can provide immediate results for very little investment when managed appropriately.

**Pay-per-click Campaign Management** – When managed poorly, PPC campaigns can cost a company more than the revenue it earns using this marketing method. That is why it is important to have an expert setup and manage these accounts. Our team can also train your staff allowing you to bring the management of this campaign in-house. We have managed campaigns on Google, Yahoo!, MSN and Ask.

**Blog and RSS Feed Setup** – One of the newest and most important extensions to a web site is a blog and associated RSS feed. Once considered a fad, blogs have quickly become the norm for many organizations that want to add a social element to their online presence. Blogs allow for community outreach, sharing and journaling of company development, and communicating with potential customers in a candid and more relaxed manner. In addition, blogs can include different social media tools allowing a company to extend their reach online. Blogs are most effective when they have an RSS feed. This



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CREATIVE DESIGN & DEVELOPMENT   WEBSITE DESIGN & DEVELOPMENT  
PRINT MANAGEMENT SERVICES   BUSINESS ANALYSIS   TEAM BUILDING STRATEGIES

allows blog readers and subscriber to have the company's information delivered to them conveniently and on their terms.

**Social Marketing** – Social marketing is taking the online and offline world by storm. Every day, hundreds of new social networking sites, ideas and platforms are being cultivated across the web. The value of social marketing to a company that is trying to reach its target audience is paramount to the organization's success. Sites like, Twitter™, Digg™, Squidoo™, Facebook™, Technorati™, LinkedIn™, and MySpace™ are quickly becoming the way to communicate online.

**Forum Setup** – A forum is appropriate for companies that require expansive customer service help for clients. In a forum, customer service reps can help clients solve problems, offer advice, chat and create a community of support. Our team can help you build and customize a forum that will allow your site to expand its capability, help clients and build a community of users.

**Affiliate Marketing Program Setup** – One of the easiest ways for a company to generate additional revenue is through an affiliate marketing program. An effective program harnesses the power of the online community and allows for multiple points of exposure for your product or service. Our team can set up single to multi-tiered affiliate programs for any number of products or services. In addition, we will train your staff how to maximize the program's value and manage your network of online sales associates.

**Affiliate Marketing Program Management** – Affiliate programs require constant monitoring and management to maximize their potential for success. Our team can manage and grow your online affiliate program to handle multiple campaigns, product lines or services your organization offers.

**E-mail Marketing** – E-mail marketing is an effective way to reuse your house list. Databases that keep information accurate and current allow for the creation of effective marketing campaigns. This enables a company to keep customers informed of products, company news, educational resources, etc. In addition, an e-mail campaign allows you to develop an additional lead generation source for your web site. Our team can provide suggestions for the best and most appropriate e-mail software programs to use. We can help build your house list as well as your campaigns and e-mail templates. We follow all CAN-SPAM Act guidelines to ensure your e-mails are not spam and blacklisted.



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**Training and Consultation** - Training and consultation can be added to any of the above services where it is not included. Please contact us for additional service inquiries or for a consultation.